



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20

(prices in dollars per carton)

Fri. Sep 14, 2007

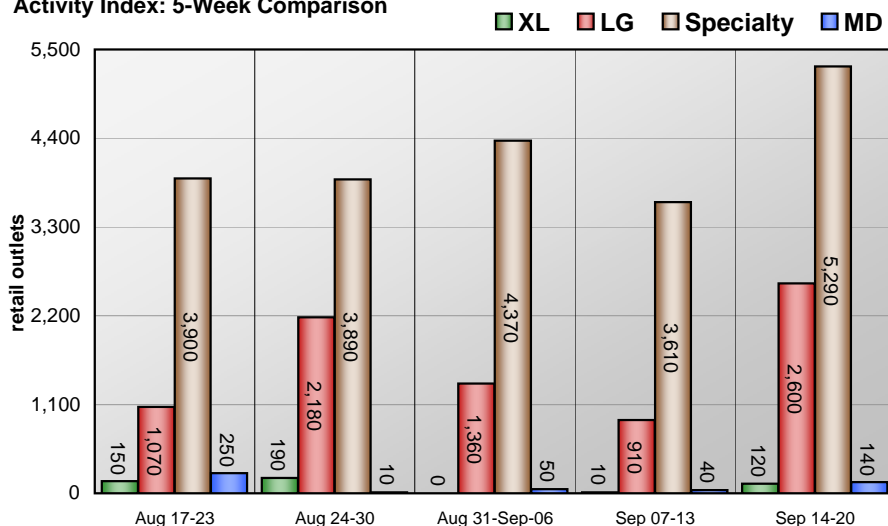
SHELL EGG NATIONAL SUMMARY														
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		39.6% of 17,000 stores				28.8% of 17,000 stores								
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA													
	White 12 pack				880 1.28				200 1.01				180 1.10	
	White 18 pack				280 1.59				90 2.44				820 1.13	
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		120 0.99		850 1.13		10 1.59		320 1.22		50 0.83		2,900 0.77	
SPECIALTY	White 18 pack				590 1.78				300 1.78				820 1.24	
	Brown 12 pack												70 0.97	
	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				1,940 3.12				1,590 3.79		110 3.59		770 3.11	
	OMEGA-3													
LARGE	White 12 pack				770 2.37		330 2.50		330 2.50		20 1.99		860 2.40	
	Brown 12 pack		210 2.79		260 2.74				600 2.27				110 2.29	
	CAGE-FREE													
	White 12 pack				410 2.40				50 2.00				320 2.34	
	Brown 12 pack		150 2.38		1,550 2.57				710 2.50				660 2.52	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,720	920	4,840	Large Eggs on
Specialty	5,290	3,610	2,850	Sep-10-2007
Total (includes MD)	8,150	4,570	7,720	382.6
Special Rate 4/:	10.1%	5.7%	18.0%	up 2%

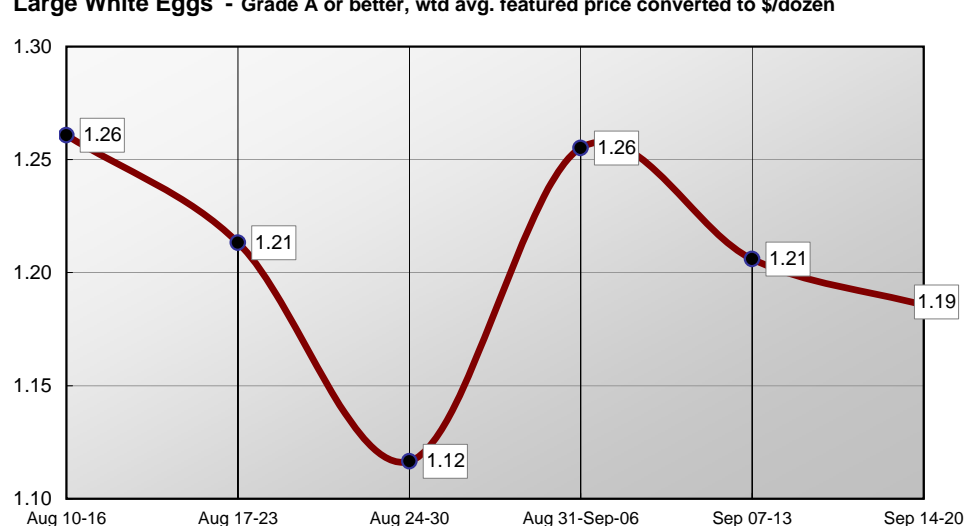
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING										
<p>The week's feature activity on regular shell eggs is higher than the previous week, but lower when compared to a year ago. The average weighted price of Large white eggs offered to consumers, Grade A or better, continues downward. The occurrence of "no price" ads increased significantly in the Southwest and Northwest regions. Medium egg ads are showing up more than in the past three weeks. Specialty shell egg promotions are more than last week and last year. USDA Certified Organic eggs and Cage free large brown eggs are heavily promoted this cycle. Overall Liquid egg promotions dropped 39%, however average prices on all containers increased.</p>										

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		39.8% of 3,800 sampled outlets						13.2% of 4,700 sampled outlets						49.3% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,880 (includes Medium)						Activity Index = 1,700 (includes Medium)						Activity Index = 1,140 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29												
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	0.99	120	0.99	0.99 - 1.77	260	1.40				1.00	330	1.00				0.59 - 1.29	240	1.01
	White 18 pack				1.79	30	1.79				1.67 - 1.88	170	1.82				1.59 - 1.88	330	1.76
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.00 - 3.49	360	3.33				3.00 - 3.49	470	3.01				2.50 - 3.50	500	3.16
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.99 - 2.79	530	2.31				1.99 - 2.50	240	2.49						
	Brown 12 pack	2.79	210	2.79	2.50 - 2.79	260	2.74												
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.00 - 2.79	160	2.22				2.50	240	2.50				2.79	10	2.79
	Brown 12 pack	2.00 - 2.50	150	2.38	2.00 - 2.99	790	2.63				2.50 - 2.89	250	2.52				2.49 - 2.50	60	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		47.5% of 2,700 sampled outlets						69.7% of 1,900 sampled outlets						57.1% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,190 (includes Medium)						Activity Index = 1,100 (includes Medium)						Activity Index = 140 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.25	280	1.11				0.99 - 1.69	570	1.37				0.99 - 1.25	20	1.11
	White 18 pack				1.50 - 1.69	220	1.57				1.69	40	1.69				1.50 - 1.69	20	1.63
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack			1.20	60	1.20	White 12 pack						White 12 pack			1.00	80	1.00
	White 12 pack				0.98	20	0.98												
	White 18 pack				1.59 - 1.88	60	1.79												
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.00 - 3.29	550	3.04				3.29	40	3.29				2.79 - 3.29	20	3.06
S P E C I A L T Y	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										2.50	450	2.50						

Note: See page 1 for explanatory notes.

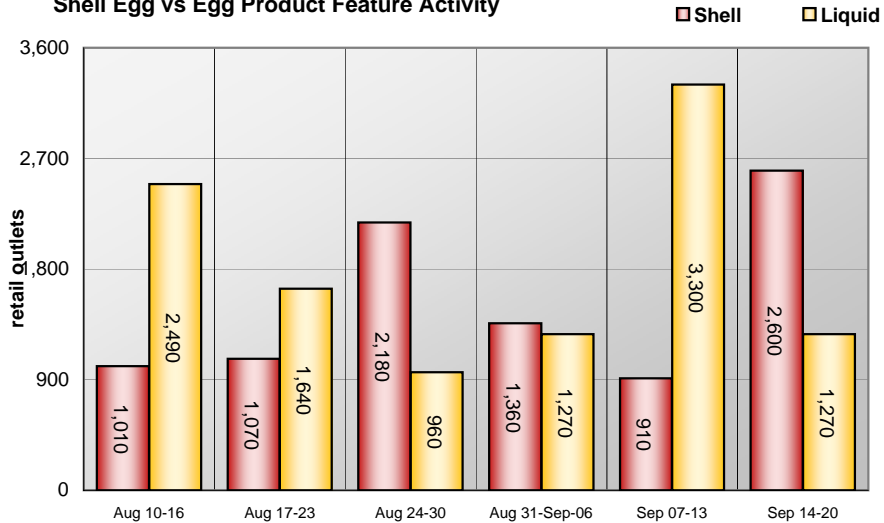


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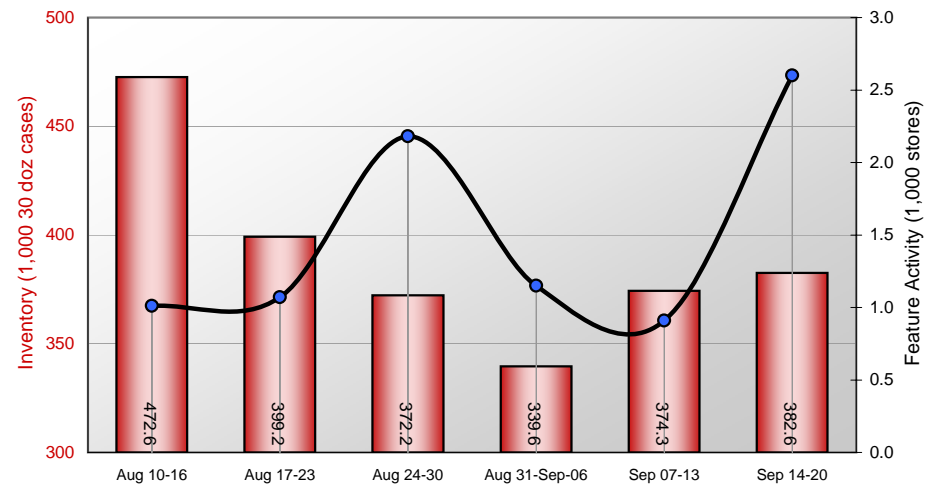
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	6.3%		15.8%		12.6% of 3,800 sampled			7.2% of 4,700 sampled			7.9% of 2,900 sampled			0.5% of 2,700 sampled			0.9% of 1,900 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,270		3,300		Activity Index = 650			Activity Index = 350			Activity Index = 240			Activity Index = 10			Activity Index = 20			Activity Index = 0		
	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. carton	570	2.83	1,760	2.24	2.50 - 3.29	370	2.99	2.49 - 2.50	150	2.50	2.50 - 3.00	40	2.82	1.98	10	1.98						
32 oz. carton	520	3.99	1,110	3.28	4.49	100	4.49	3.18 - 4.49	200	3.21	4.49	200	4.49				4.19	20	4.19			
3 - 4 oz. cups	40	2.79	390	2.69	2.79	40	2.79															
2 - 8 oz. cups	140	3.49	40	2.99	3.49	140	3.49															

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.